

follows.

IN THE CLAIMS

Kindly cancel claims 7, 8, 10, 21 and 22 without prejudice.

Kindly amend claims 1, 9, 15, 24, 27, 30 and 33 so that they read as follows. A marked-up version of the amended claims is attached as an Appendix hereto.

1. (Amended) A method for electronic advertising by an advertiser among a plurality of advertisers, comprising:

receiving a respective alias from among a plurality of different aliases provided by a merchant to represent a network address of an item offered by the merchant on a page per fee basis at a predetermined price, such that all of the plurality of aliases represent the same network address, and each of the plurality of aliases is assigned by the merchant to correspond specifically to a respective one of the plurality of advertisers;

posting an advertisement offering the item to the buyer for purchase via a network link represented in the advertisement by the respective alias, which conceals the network address from the buyer;

receiving an invocation of the link from the buyer; responsive to the invocation, transmitting an order to the merchant for supply of the item to the buyer in exchange for payment of the price by the buyer, the order comprising a message including the respective alias;

conveying the item, responsive to the order, from the merchant to the buyer; and

receiving a predefined portion of the price paid by the buyer in consideration for posting the advertisement.

*By using the specific alias to ID the advertiser.*

9. (Amended) A method according to claim 1, wherein transmitting the order comprises passing the alias in a coded form.

15. (Amended) A method for electronic commerce by a merchant, comprising:

offering an item for purchase by a buyer on a page per fee basis at a predetermined price via a network link;

assigning a respective alias to each of a plurality of different advertisers, from among a plurality of different aliases provided by the merchant to represent a network address of the item, such that all of the plurality of aliases represent the same network address, and each of the plurality of aliases is assigned to correspond specifically to a respective one of the plurality of advertisers;

defining terms for advertising, in accordance with which each of the advertisers posts an advertisement for the item, the advertisement containing the alias, which serves as a reference to the network link while concealing the network link from the buyer;

receiving from an advertiser among the plurality of different advertisers an order for supply of the item to the buyer responsive to invocation of the link in the advertisement by the buyer, the order comprising a message including the respective alias;

conveying the item, responsive to the order, via the advertiser to the buyer; and

receiving payment from the buyer for the item, while a predefined portion of the price is paid to the advertiser in consideration for posting the

advertisement, in accordance with the terms of advertising.

24. (Amended) Apparatus for electronic advertising by an advertiser among a plurality of advertisers, comprising an advertising processor, which is adapted to receive a respective alias from among a plurality of different aliases provided by a merchant to represent a network address of an item offered by the merchant on a page per fee basis at a predetermined price, such that all of the plurality of aliases represent the same network address, and each of the plurality of aliases is assigned by the merchant to correspond specifically to a respective one of the plurality of advertisers, and to post an advertisement offering the item to the buyer for purchase via a network link to a network address represented in the advertisement by the respective alias, which conceals the network address from the buyer, and responsive to receiving an invocation of the link by the buyer, to transmit an order to the merchant for supply of the item to the buyer in exchange for payment of the price by the buyer, the order comprising a message including the respective alias, to convey the item, responsive to the order, from the merchant to the buyer, and to receive a predefined portion of the price paid by the buyer in consideration for posting the advertisement.

27. (Amended) Apparatus for electronic commerce for use by a merchant, comprising a merchant processor, which is adapted to offer an item for purchase by a buyer on a page per fee basis at a predetermined price via a network link, and to assign a respective alias to each of a plurality of different advertisers, from among a

plurality of different aliases provided by the merchant to represent a network address of the item, such that all of the plurality of aliases represent the same network address, and each of the plurality of aliases is assigned to correspond specifically to a respective one of the plurality of advertisers, with defined terms for advertising the item in accordance with which each of the advertisers posts an advertisement for the item, the advertisement containing the alias, which serves as a reference to the network link while concealing the network link from the buyer,

the processor being further adapted to convey the item via an advertiser among the plurality of different advertisers to the buyer in response to an order received from the advertiser for supply of the item to the buyer responsive to invocation of the link in the advertisement by the buyer, the order comprising a message including the respective alias of the advertiser, and to receive payment from the buyer for the item, while a predefined portion of the price is paid to the advertiser in consideration for posting the advertisement, in accordance with the terms of advertising.

30. (Amended) A computer software product for electronic advertising by an advertiser among a plurality of advertisers, the product comprising a computer-readable medium in which program instructions are stored, which instructions, when read by a computer, cause the computer to receive a respective alias from among a plurality of different aliases provided by a merchant to represent a network address of an item offered by the merchant on a page per fee basis at a predetermined price, such that all of the plurality of aliases represent the same

network address, and each of the plurality of aliases is assigned by the merchant to correspond specifically to a respective one of the plurality of advertisers, and to post an advertisement offering the item to the buyer for purchase via a network link to a network address represented in the advertisement by the respective alias, which conceals the network address from the buyer, and responsive to receiving an invocation of the link from the buyer, to transmit an order to the merchant for supply of the item to the buyer in exchange for payment of the price by the buyer, the order comprising a message including the respective alias, to convey the item, responsive to the order, from the merchant to the buyer, and to receive a predefined portion of the price paid by the buyer in consideration for posting the advertisement.

33. (Amended) A computer software product for electronic commerce for use by a merchant, the product comprising a computer-readable medium in which program instructions are stored, which instructions, when read by a computer, cause to computer to offer an item for purchase by a buyer on a page per fee basis at a predetermined price via a network link, and to assign a respective alias to each of a plurality of different advertisers, from among a plurality of different aliases provided by the merchant to represent a network address of the item, such that all of the plurality of aliases represent the same network address, and each of the plurality of aliases is assigned to correspond specifically to a respective one of the plurality of advertisers, with defined terms for advertising the item in accordance with which each of the advertisers posts an advertisement for the item, the advertisement containing the alias, which serves as a